

## Logo color variations

There are four versions of the Ready logo lockup; full color, reversed, black and white.

In four-color print or all digital executions use either the full color or reversed logo lockup.

The black or white logo lockup is reserved for one-color print executions only.

Orange (PMS 158) and Black



Use on a light background

Black



Orange (PMS 158) and White



Reversed — Use on a dark background

White



## Minimum sizes

Minimum logo size should be 1"x0.63" for print.

1" Minimum Size



1" Minimum Size  
logotype only



## Clear space requirements

For unimpeded identity, the logo should always be surrounded by a clear space at a minimum equal to the height of the B in Black Hills Energy.

